



USDA Weekly Retail Turkey Feature Activity

Fri. Dec 28, 2007

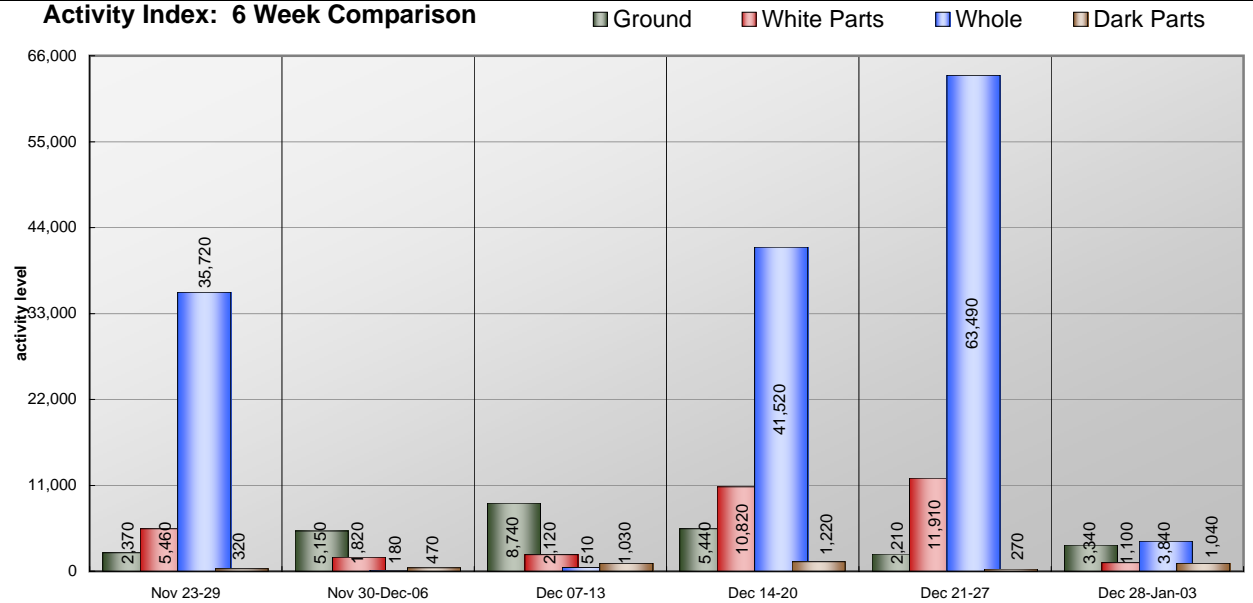
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	32.0% of 17,000 outlets		92.6% of 17,000 outlets		25.6% of 17,000 outlets	
Special Rate 4/	2.7%		7.5%		3.6%	
Activity Index 2/	9,780		78,370		8,740	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	690	1.12	16,360	1.28	170	1.25
" - Toms	650	1.12	15,990	1.29	170	1.26
Frozen - Hens	1,310	1.01	15,360	0.93	550	0.83
" - Toms	1,190	0.98	15,780	0.93	480	0.77
PARTS:						
Breast:						
Bone-in, whole						
Fresh	180	2.04	4,030	2.15	160	2.20
Frozen	360	1.58	6,620	1.73	240	1.85
Hotel Style						
Fresh	20	1.99	220	1.89		
Frozen						
Split, bone-in						
Fresh			10	1.99		
Rotisserie	330	7.90	160	8.43	340	5.93
Boneless, whole	20	4.49	30	3.89	50	3.99
Cutlets	180	3.99	380	4.41	570	3.99
Cutlets, thin sliced						
Strips						
Tenders	10	3.98	460	3.77	420	3.99
Marinated Tenders	370	3.83	490	4.00	430	3.90
Drumsticks						
Thighs			90	0.89	150	1.22
Wings			90	0.89	10	1.58
Necks			90	0.89	140	1.19
Smoked Drumsticks						
Smoked Wings	520	1.79			380	1.69
Smoked Necks	520	1.79			10	1.69
GROUND TURKEY:						
Patties	340	2.75	2,210	2.70	550	2.65
Sausage	640	2.57	480	2.67	970	2.55
85% lean	670	1.79	660	1.60	250	1.43
93% lean	1,690	2.46	310	2.32	2,130	2.22
Breast			760	3.84	560	3.89
Rolls (frsh/frz 1 lb.)	90	1.02				

Note: rolls not included in ground fresh ground turkey total and weighted average.

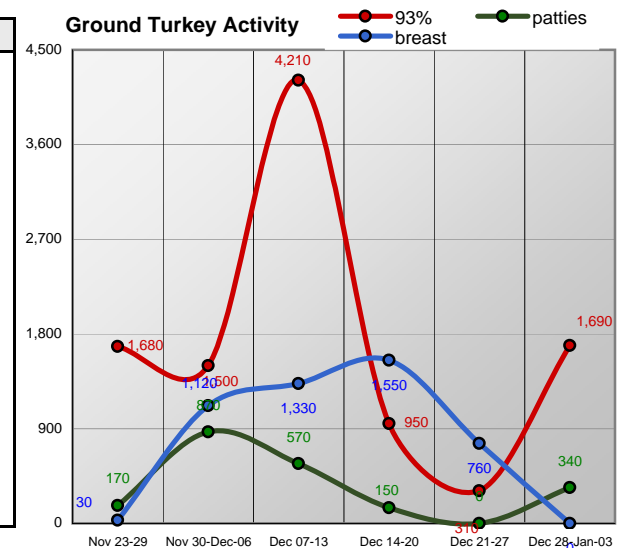
Activity Index: 6 Week Comparison



Turkey Featuring - 12/28 thru 01/03

Retailers focus on New Year's Eve celebrations and parties for New Year's Day football and offer a wide variety of deli trays and other party items. Turkey activity plummeted, but is still better than the same week last year. Prices on fresh whole turkeys are very competitive while frozen prices are strong. Fresh and frozen bone-in breasts are priced to sell, other white parts are mixed. Offers on dark parts are active on smoked parts but absent on fresh. Ground turkey recovers from last week's extremely low volume. Average prices are sharply lower due to a lack of ads for ground breast. Most activity is 93% lean and prices are stronger than the previous week. Next week should see more activity on turkey as consumers look for healthy alternatives to the holiday splurges.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	37.3% of 7,950 sampled outlets 2.0% of stores w/ no-price promotions Activity Index = 6,930			28.0% of 5,300 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 2,040			27.2% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 720		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.49	660	1.12	1.19 - 1.48	30	1.27			
" - Toms	0.99 - 1.49	620	1.11	1.19 - 1.48	30	1.27			
Frozen - Hens	0.79 - 2.99	1,070	1.02	0.68 - 1.19	240	0.97			
" - Toms	0.79 - 1.39	1,050	0.99	0.68 - 1.09	140	0.91			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.69	150	2.07	1.89	30	1.89			
Frozen	1.49 - 1.69	290	1.57	1.49 - 1.69	50	1.57	1.79	20	1.79
Hotel Style									
Fresh	1.99	20	1.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	2.99 - 8.99	330	7.90						
Boneless, whole	4.49	20	4.49						
Cutlets	3.99	170	3.99	3.98	10	3.98			
Cutlets, thin sliced									
Strips									
Tenders				3.98	10	3.98			
Marinated Tenders	3.73	300	3.73	4.26	70	4.26			
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.79	520	1.79						
Smoked Wings	1.79	520	1.79						
Smoked Necks									
GROUND TURKEY:									
Patties	2.99	170	2.99	2.50	170	2.50			
Sausage	2.39 - 2.40	60	2.40	1.99 - 3.00	480	2.69	2.05 - 2.46	100	2.12
85% lean	1.69 - 1.89	210	1.75	1.41 - 1.67	250	1.65	2.00	210	2.00
93% lean	1.91 - 3.19	770	2.36	1.99 - 3.00	530	2.61	2.39 - 2.49	390	2.45
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				0.98 - 1.25	90	1.02			